



**Request for Proposal (RFP):  
Project Management and Event Planning of Atlantic Canada Day Program  
at Prospectors and Developers of Canada (PDAC) 2025, Toronto, Ontario**

**Issuing Organization:** Mining Industry NL  
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**Date of Issue:** December 9, 2024  
**Deadline:** December 19, 2024 at 12:00 pm



## Introduction

Mining Industry NL Inc. in collaboration with the Atlantic Canada Trade and Investment Growth Strategy Mining Sector Team (ATIGS Mining Team) is seeking proposals from an experienced consultant(s) to organize a one-day **Atlantic Canada Day** event at the Prospectors and Developers Association of Canada (PDAC) annual convention to be held from March 2-5, 2025.

The PDAC Atlantic Canada Day event will be comprised of two parts:

1. A day of company presentations from thirty exploration and mining companies pitching their projects to a pre-selected and by invitation investor audience.
2. A networking reception event to facilitate business-to-business (B2B) connections between exploration and mining companies, potential investors and Atlantic Canada based supply and service firms. The presentation room will be located at the InterContinental Hotel in Toronto adjacent to the Metro Toronto Convention Centre and will be available to the organizing committee for the full day.

## About Mining NL

Mining Industry NL is a not-for-profit membership industry association representing all sectors of Newfoundland and Labrador's mineral resources industry. As the voice of the mineral resources sector in Newfoundland and Labrador, Mining NL's mission is to help shape and grow the industry for the economic and social benefit of the province. Founded in 1994, Mining NL promotes the province's mineral potential, attracts investment and builds strong relations throughout the entire mining value chain, including exploration (prospecting community and junior exploration companies), mining (mine developers and producers) and supports (supply and service firms).

Mining NL represents members engaged in all aspects of the mineral industry. It has undertaken annual trade and investment projects within Canada and around the world to promote and build awareness of the east coast Canadian mineral resources industry. For more information, visit [www.miningnl.com](http://www.miningnl.com).

## Background

PDAC is a leading voice supportive of Canada's mineral exploration and development community. The annual PDAC Convention is the premier international event for the mineral industry. The four-day annual convention held at the Metro Toronto Convention Centre has attracted more than 30,000 people from 130 countries in recent years. It is the event of choice for the world's mineral industry, attracting senior decision-makers from both government and the private sector, both within Canada and from around the globe.

The ATIGS Mining Team is comprised of industry and government representatives from the provinces of Nova Scotia, New Brunswick and Newfoundland and Labrador. This Team is overseeing the development and implementation of a work plan to advance trade and investment opportunities for mineral sector exploration firms operating throughout Atlantic Canada. These firms are engaged in mineral exploration, mine development and operations and the provision of supply and services.

Since its inception in 2018, the ATIGS Mining Team has led an investment promotion program for Atlantic Canada based mining projects. Initial programs supported 15 Atlantic Canadian based firms through a half-day investment promotion and networking program at PDAC. In response to program interest, the activity has been expanded and since 2022, it has featured approximately thirty firms through a full day program.

## Project Overview

The ATIGS Mining Team proposes to hold a full day promotional event at PDAC 2025 to showcase advanced mineral exploration and mining projects and promote B2B connections between mineral exploration and mining companies operating in Canada and internationally, and service and supply companies operating in Atlantic Canada. Mining NL is the project proponent working with the ATIGS Mining Team to provide guidance, oversight, and project administration. The event will cater to an audience of mining and exploration companies, and investors, from Canada and around the globe. Mining NL has secured a suitable presentation venue to host the Atlantic Canada Day program, scheduled for Tuesday, March 4, 2025.

### Purpose

The project's primary aims include:

- i. to encourage investment in exploration and development projects through option or joint venture agreements, offtake, and/or other financial arrangements;
- ii. to enable mining supply companies to promote their products and services to potential buyers/clients, and to seek business opportunities in Atlantic Canada and globally.

The program will include:

1. A platform to deliver morning and afternoon sessions (9:00 am to 4:00 pm) wherein companies with advanced exploration or development projects seeking investment will present technical and financial details of their projects in scheduled 10-to-15-minute slots. These slots will be allocated equally among New Brunswick, Nova Scotia and Newfoundland and Labrador based projects with a target of ten mineral exploration and development projects per province;
2. Plan and organize a networking reception (4:00 pm to 6:00 pm) where mineral exploration and supply chain companies from Atlantic Canada will be invited to engage with potential investors and mineral sector professionals and service providers.

## Scope of Work

The primary objective is to coordinate a mining investment promotion program to enhance the visibility of Atlantic Canada's mining sector and provide a forum for approximately 30 Atlantic Canada mining projects to promote investment opportunities to a national and international investment audience. The selected consultant will be responsible for the comprehensive coordination of the Atlantic Canada Day program, including but not limited to:

- Pre-event deliverables and preparedness;
- Project and event management and schedule management;
- Overall coordination, marketing and promotion of the event;
- Event (on-site) management and support;
- Post-event deliverables, including a final report.

## Deliverables

The proponent is expected to deliver:

### Pre-Event Deliverables and Preparedness

1. **Target Audience:** The **first function** is to **attract** the right audience, including mining and exploration company executives, investment bankers, fund managers, letter writers, and individual high-net-worth investors. The consultant will coordinate the invitation list and reach out to a target audience using promotional materials. It is critical the consultant organize the registration and manage the event to attract a strong audience for the investment presentations. The presentation room can accommodate up to 230 people (theatre seating).

2. **Event Coordination:** The **second function** is to **coordinate the invitation** of Canadian and globally based mine development and mining companies to a **B2B networking reception** with Atlantic Canada based mine development and exploration and supply and service companies.
3. **Marketing and Promotion:** The **third function** is the overall coordination, marketing and promotion of the event, including:
  - i. Building on the ATIGS Mining Team’s work undertaken since at PDAC 2018, the PDAC 2025 Atlantic Canada Day project involves creating pan-Atlantic technical promotional material used for handouts on the day of the event, at Atlantic Canada Provincial PDAC booths prior to and during the event, and for use as the ATIGS Mining Team deems appropriate.
  - ii. This work involves the provision of **marketing collateral and content** for print and web-based publication including a 2-to-4-page high-level brochure highlighting the investment advantages of Atlantic Canada with one page dedicated to supply and service capability. This could include highlighting world class deposits, good infrastructure, skilled labour and service base, high-quality accessible geoscience data, incentive programs etc.
  - iii. This **brochure** is to include the **event agenda**. The consultant will use it to fulfill the primary function as noted above. This material will be repurposed for other media formats.

#### **During the Event Deliverables**

4. **On-Site Support:** Execution of the Atlantic Canada Day program including presentation and reception room coordination, and managing on-site details including A/V, reception menu and delivery, room layout, registration desk and related event supports.

#### **Post-Event Deliverables**

5. **Final Report:** Draft a post event final report to summarizing the activity, provide key observations and make recommendations for future pan-Atlantic mineral sector events. This report will include Atlantic Canada Day program participant feedback. It will also provide a full listing of event registrants and attendees contact information. The report will be presented 3 months following PDAC 2025, and no later than **June 6, 2025**.
6. **Opportunities:** Report on increased awareness of mineral investment opportunities in Atlantic Canada’s mining sector, with potential for new partnerships and direct investment.
7. **Feedback:** Report on feedback from participating mineral exploration and development firms and mining supply and services sector firms to develop new leads and business opportunities in local, national, and global markets.
8. **Analysis:** Listing of investment audience and reception participation and key audience participation metrics relative to PDAC 2025 that the consultant determines to be relevant to better understand participant interest including but not limited to an assessment of both new and returning attendees, and potential database for follow-up marketing activities by the ATIGS Mining Team.

## **Qualifications**

Proposals must demonstrate:

1. Required experience in event coordination and management, particularly a broad knowledge of the region’s geoscience and the commodity base.
2. Extensive network and contacts in global trade and investment communities in the mineral resources sector.
3. Approach and methodology to market the Atlantic Canada Day event to guests from the mining investment community. The target investment audience will include mining and exploration companies, brokers, financial letter-writers, and other investment professionals.
4. Experience collaborating with professional firms on investment promotion activities.
5. Experience in marketing and promotions at international events, particularly in the mining sector.

6. Proven ability to plan and coordinate a networking event to allow companies and service providers to follow up on business opportunities and potential B2B partnerships.
7. Strong organizational and communications skills.

## Proposal Submissions

### Proposal Format

Mining NL is the contracting organization for this RFP and will accept proposals from qualified consultants in respect to the above noted requirements. A single electronic document is sufficient. The proposal should be no longer than six (6) pages, and be concisely worded with clearly described objectives, methods, timelines and outcomes. The proposal must fully accept the terms and conditions as outlined in this RFP.

The electronic submission should be in PDF format, sent via email at [info@miningnl.com](mailto:info@miningnl.com). Proposals must be received on or before **December 19, 2024 at 12:00 pm, Newfoundland Standard Time (NST)**. Questions and/or inquiries should be directed in writing to the same address. Questions and responses will be accepted by December 13, 2024. Email is the preferred method of contact.

Interested proponents should submit a proposal containing the following:

- Company background and experience in similar projects;
- Understanding of scope and objectives;
- Proposed approach/methodology;
- Detailed budget (e.g., professional fees, expenses, and costs, including HST to meet the project requirements);
- Workplan including timeline;
- Profiles of key team members to be engaged in the project;
- References from past project activities, client and/or collaborative partners.

### Submission Deadline

Proposals must be received on or before **December 19, 2024 at 12:00 pm, Newfoundland Standard Time (NST)**.

## Evaluation Criteria

Submissions will be evaluated according to the following criteria:

- **Project Management:** This includes professional qualifications of key personnel assigned to the project, track record, and experience.
- **Comprehension:** This includes understanding the scope and objectives of the project and service requirements and demonstrating comprehension of/adherence to the RFP.
- **Similar Projects Completed:** This includes knowledge and experience in relation to the work and, demonstrating ability to meet expectations based on completion of similar projects and/or quality of previous works.
- **Price:** This includes all costs associated with executing the methodology and strategy presented in the proposal. Value of work proposed versus identified costs (relative to other submissions). Maximum budget of \$40,000 (CAD), including HST.
- **Local Content:** Consideration given to degree of local activity (e.g. owned and operated in Atlantic Canada with regional project team members identified and/or partners identified).

## Terms and Conditions

- The successful proponent agrees to enter into a standard service contract with Mining Industry NL Inc.;
- All proposals received will be considered strictly confidential;
- Proposed costs must be represented in Canadian Dollars (CAD);
- The lowest cost proposal, or any proposal provided, will not necessarily be accepted;
- The PDAC 2025 budget is supported through third party funding with a maximum approved budget allocation of \$40,000 CAD (including HST) for the above noted consulting requirements;
- Work will begin immediately after selection and must be completed on a tight turnaround over the course of the next two months to meet the March 4, 2025 event delivery date;
- No payment will be made for the preparation and submission of proposals for this project;
- No fee will be made on the cost of work incurred to remedy errors or omissions for which the Contractor is responsible;
- All intellectual property created through this project will be owned by Mining NL and the ATIGS Team;
- Mining NL reserves the right to meet with all, or any, of the applicants during the proposal evaluation stage to clarify information in the submissions and seek additional detail which may be used in the evaluation;
- Mining NL reserves the right to accept or reject (in whole or in part) any bid;
- The successful proponent is expected to maintain regular contact with Mining NL and/or ATIGS Mining Team delegates throughout the period of the contract; and
- The successful proponent will prepare a post event final report to be submitted three (3) months post event, and no later than June 6, 2025.

*Mining NL and the ATIGS Mining Team look forward to receiving proposals from qualified consultants who share our vision of fostering Atlantic Canada's trade and investment growth in the mineral resources sector, driving competitive advantage in the global marketplace.*

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